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Session

“Successfully Increasing Participation in SFSP”

Start early (October-January)!

1. Plan outreach to identify potential 2011 sponsors:
 - Work with the State agency administering NSLP to identify 50% schools as well as 40-49.99% schools.
 - Review the current census data to identify 50+% Census Block Groups (CBG).
 - Reconnect with the organizations in 2010 that “almost” became a sponsor.
 - Contact organizations that “almost” became sponsors in recent years prior to 2010.
 - Identify types of organizations that have a vested interest (even though they may not know it...yet!) in sponsoring the SFSP such as:
 - Park and Recreation Departments
 - School Districts
 - Private Non-profits such as camps, faith-based organizations, YMCAs, Boys and Girls Clubs, etc.
 - Plant as many seeds as possible.
 - Creatively identify the reasons* why each type of sponsor “needs” the SFSP; reasons may vary for different types of organizations e.g. school districts vs. Park and Recreation programs.
 - Publish a State-wide news media release (required)
 - Other
2. Plan training workshop schedules and topics for SFSP sponsors and potential sponsors. Iowa conducted the following single-session, state-wide workshops over the Iowa Communication Network (audio-video interactive system):
 - General Information Workshop in February 2009;
 - Online Application Submission Assistance Workshop in March 2009; and,
 - Required Training Workshop (w/ Civil Rights) and Team Nutrition Opportunities in April 2009.Application deadline is mid/late May to allow timely approval.
3. Plan public notification procedures of SFSP availability.
 - Identify all approved sponsors with at least one “Open” site.
 - Develop general lists, or specialized lists if necessary, of contact information for sponsors with at least one “Open” site.
 - Distribute the list, electronically or hard copy, of “Open” site sponsors to interested organizations such as State/ local Civil Rights, State/local WIC

agencies, “211”, State/local human services agencies, etc. for redistribution to their clients.

- Write articles for the local newspapers and participate in radio talk shows whenever offered the opportunity.
- Other

***Possible reasons:**

- Healthier and happier children;
- Additional employment opportunities in the summer;
- Additional revenue in the local economy;
- Feeding hungry children is the “right thing to do”, and many children are hungry during the summer when they do not have access to school lunches;
- One more opportunity to have fun and “build community”; and,
- Many more, if your creative mind wants to think about it.